

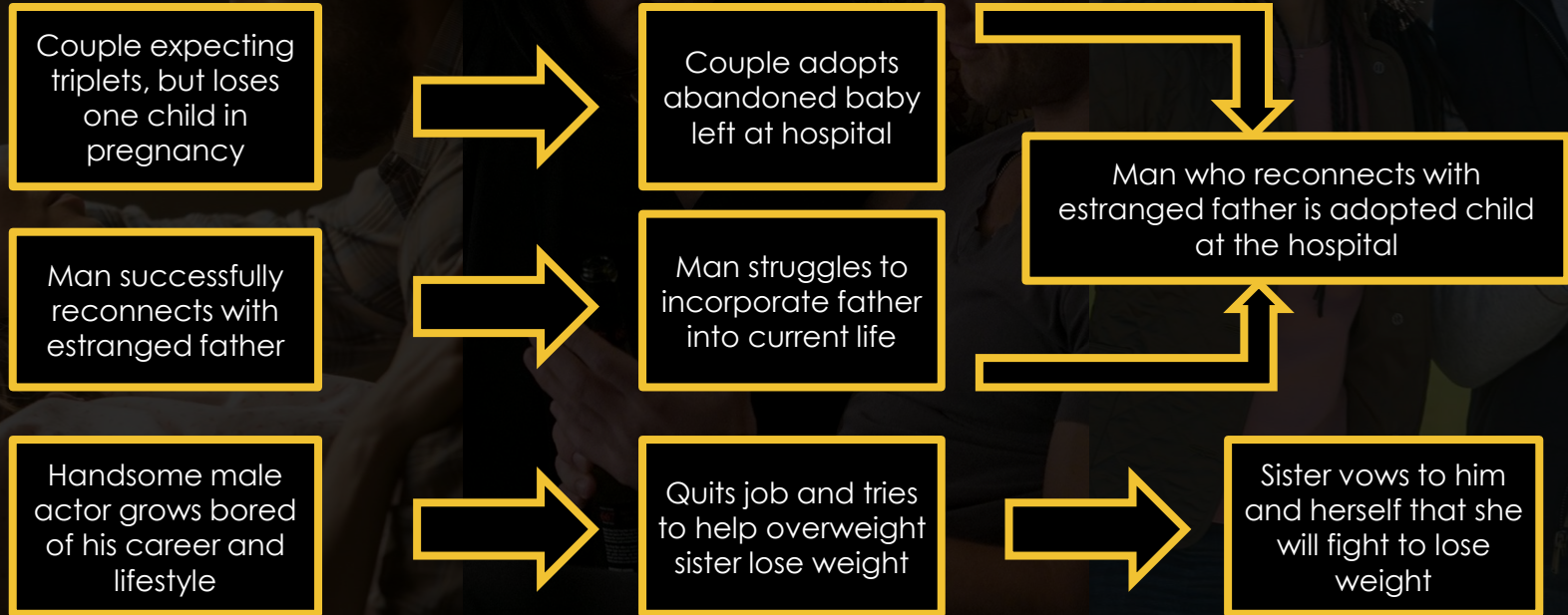


THIS IS US

Team 1 : Arnab Pal, Bruce Huang, Colleen Thomas, Jin Myung, Laura Stephens, Michael Eister

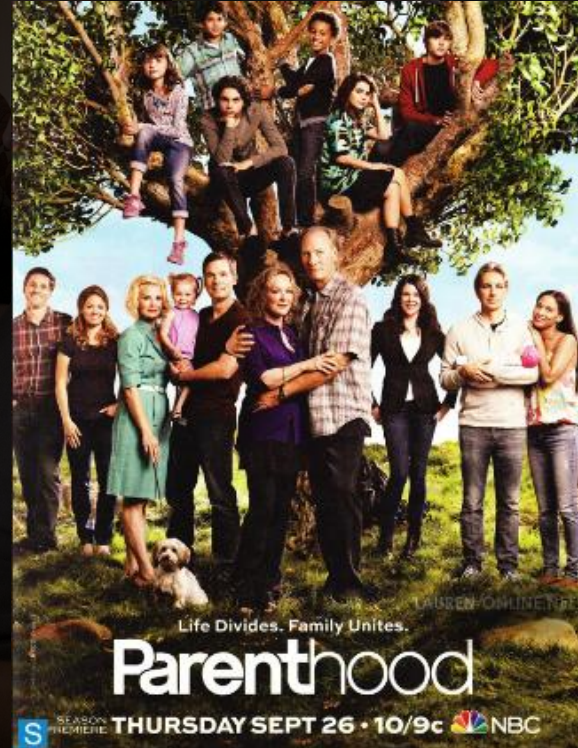
Synopsis

This is Us examines the trials and tribulations of family life for a group of people born on the same day.



Comparable Shows: Parenthood

- Falls in same category as family centric drama (or “dramedy”).
- Aired from 10-11 p.m. ET Tuesday night with 1.7/5 in 18-49 and 4.8 million total viewers. (2013)
- In 2013, Parenthood ranked #1 over direct drama competition on ABC and CBS in adults 18-49.
- Averaged between 6 and 7 million viewers per episode over span of 6 seasons.



Marketability



Mandy Moore



Milo Ventimiglia

Marketability: Family

“This is Us” explores emotions of hope, happiness, and forgiveness, and inspires us to fight for our families and make them a central part of our existence.



Hope

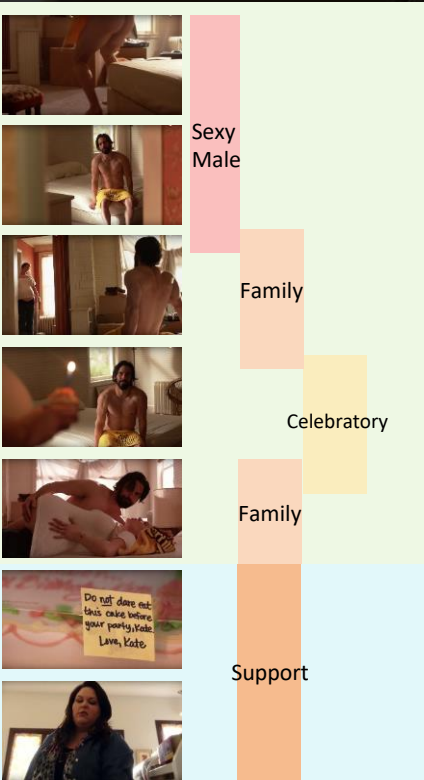


Happiness



Forgiveness

TRAILER: Analysis of Content that Relates and Emotionally Connects



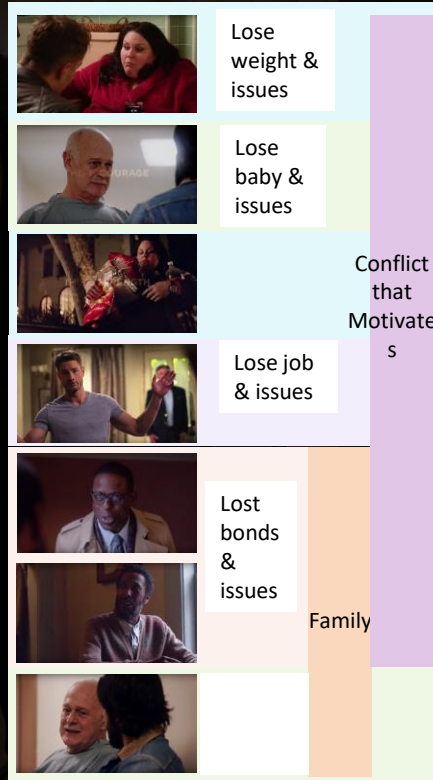
Act I trailer analysis grid showing scenes and associated themes:

- Scene 1: Sexy Male
- Scene 2: Family
- Scene 3: Celebratory
- Scene 4: Family
- Scene 5: Support



Act II trailer analysis grid showing scenes and associated themes:

- Scene 1: Community, Friendship, Acceptance
- Scene 2: Sexy Male
- Scene 3: Family



Act III trailer analysis grid showing scenes and associated themes:

- Scene 1: Lose weight & issues
- Scene 2: Lose baby & issues
- Scene 3: Conflict that Motivates
- Scene 4: Lose job & issues
- Scene 5: Lost bonds & issues
- Scene 6: Family



Act III trailer analysis grid showing scenes and associated themes:

- Scene 1: Support
- Scene 2: Friendship, Acceptance
- Scene 3: Gaining something new
- Scene 4: Kids
- Scene 5: Family
- Scene 6: Bonding

Trailer Resonance with Audience:

- Emotional experience
 - Overcoming life's lemons
 - Relatable support
- Tells a 3-Act story

Act I

- Introduces 4 sets of characters
- Sets up their lifestyles
- Sets up their common 36 yr old bdays

Act II

- Introduces individual conflict
- Introduces motivations

Act III

- Solution = support, friendship, acceptance and family

Analysis of Youtube Comments

Total 595 comments analyzed

Preference



Positive Comments (Total 309 comments)



Negative Comments (Total 87 comments)



Understanding the Audience:

#1: Media-sourced Audience

Facebook Likes: 212,000+

Psychographics:

- **Overcoming struggle**
- Relatable conflict in real personal lives:
 - Losing weight
 - Losing a baby
 - Losing a job
 - Losing personal bonds
- **Emotional journey**
 - Relating to similar challenges
- Family and **support network**

Audience Connection:

1. **Emotional journey**
2. **Overcoming Struggle**
3. **Support network**

#2: The Voice (lead-in) Audience

Facebook Likes: 14.5 million

Psychographics:

- Competition
- Music
- Unscripted
- Unsure future/suspense
- **Overcoming struggle**
- Earn something big by the end / **Emotional journey**
- Teamwork and **support network**

Market Size:

Fall 2015 Tuesday Ratings:

Blindspot 9pm premiere: **10.61 million viewers** and 3.1 ratings

The Voice 8pm premiere week: **12.37 million** and 3.5 ratings

Comparable Show:

Bonus Market: 80+ million trailer views online

Trailer

TV - Leveraging the Olympic Games

THIS IS US



Olympic Athletes

THIS IS US



Torch Carrying Families

THIS IS US



Traveling Fans

TV – Leveraging the NBC Family

THIS IS US

THIS IS US

THIS IS US



Mixed groups of Stars



Chicago Fire



Voice Contestants

Publicity/Partnership



“Who Is Your Family?”

Photo mashup app for This Is Us; Times Square

Includes partnership with iPhone and Android

Leverage diversity in NYC; domestic and international reach



“Family Road Trip”

Media tour with cast; i.e. Today Show, The Ellen Degeneres Show, radio

Family style pop up dinners with cast “Family Reunion”

“Best” Family Story Competition; family vacation to Universal Studios



“Share the Feels”

Digital, hashtag campaign of family photos; in line with #TBT #FBF

Family dinners, traditional family values, Applebees and YouTube tutorials

Olympic athlete’s family story, repeat the title “This Is Us”



Mandy Moore on The Voice



Mandy
Performing



Coaching
Contestants

Outdoor

Leverage interactive digital outdoors to show **trailers** and emotionally **engage** with audience



Digital Marketing - Paid Media



VOD media: Pre-roll ads

- Increase awareness & drive engagement
- Showcase each story/character
- Link to Facebook page

Retargeting: Ads appear for “The Voice” keyword searches

Search: Include brand DNA keywords/phrases

- i.e. “new TV show,” “family drama,” “milo’s new drama”

Portal sites: Banner ads on main portal pages

Mobile: Real-time advertising via mobile video feeds

THIS IS US

What does 'US' mean to you?

Love Support Forgiveness

Visit This is Us website!

2:01 / 2:24

Interactive Pre-Roll Ads

THIS IS US

5:30 min left. Don't miss the first episode today!

Click the movie on TV

Website Reminder & Countdown

Social Media



Build **relationship** with core viewers while encouraging them to view the show.
Drive **positive perception** and **engage** broader target audiences.

#shareTIU

share TIU related contents with close friends and family members



Community / Support

#shareyourreaction #watchtogether

watch TIU with close friends/family and share reactions



Family / Support

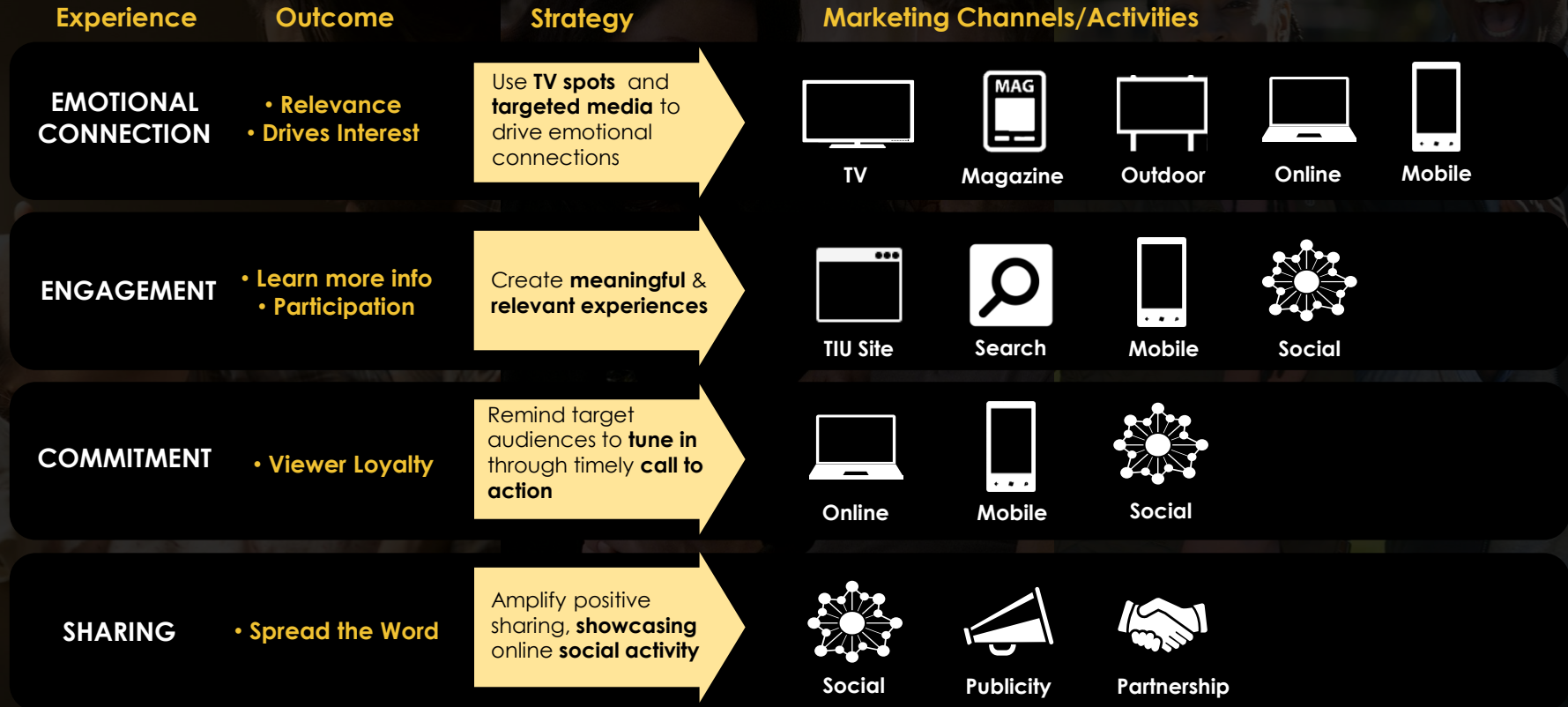
#shareyourstory

Share your struggles with us and ask advices and supports from others



Overcoming Struggles / Support

Audience Engagement Strategy



Thank You

Appendix

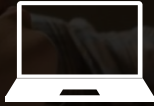
Digital Marketing - Traffic Map



Paid Media



Search



Online



Mobile

Hub Channel



This is us FB page



NBC Website

Social Extension Channels



Instagram



Pinterest

twitter

tumblr.



Snapchat

Sharing: Connecting to a Larger Audience Through Word of Mouth

Advocates.

Relate to overcoming struggle
Empathize with emotional journey

- Value support network
- Identify with the show's themes
- Share relatable stories
- Share personal emotional journey

Interested

Identify with relevant issues:

- Lose weight
- Lose significant person
- Lose job
- Lost bonds
- Elements that contribute to the show's "feels"

Mass Market

- Interested in silver linings
 - Turning lemons to something similar to lemonade
 - Overcoming a challenge
- Family

THE BIGGER IDEA that drives the connection:

“When things get tough, you make the best of it.”

NOTE: Gold represents the overlapping “Voice” themes

Analysis of Youtube Comments

- Actors mentioned

